APPENDIX TWO – PARTICIPANT CONSENT FORM

The following cover page was presented at the start of the survey as an information and consent form for participants.

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ual: london college of fashion

Information for Survey Participants

What is this survey about?
This survey is being conducted as a part of a Postgraduate research assignment at London College of Fashion, University of the Arts London. The study aims to understand consumer behaviour on Pureplay Multibrand Fashion App platforms in the U.A.E.

What are Pureplay Multibrand Fashion Apps?
A Pureplay Multibrand Fashion App is a mobile application used by online fashion retailers, to sell products from multiple brands under one umbrella store. Some examples of pureplay multibrand e-tailers in the UAE include Namshi, 6th Street, Noon, etc.

Do I need to participate?
Participation in this survey is voluntary. It should take about 3-7 minutes to complete the questionnaire.

Are there any associated benefits?
The survey offers a chance to win an online shopping voucher worth AED 100 to one lucky respondent. Participants interested in this incentive can opt-in to provide their email ID at the end of the survey.

What happens to my data?
All data collected is meant for academic purposes only and shall not be shared with third parties. The responses collected shall be anonymized and recorded in compliance with the GDPR and UAL's privacy policy. Any contact information collected shall be deleted after the announcement of the lucky draw winner.

By proceeding with this questionnaire, you consent to the data collection policies highlighted above and confirm that you are 18, or over 18 years of age.

o Yes
o No

APPENDIX THREE – SUPPORTING CONTENT

A 3.1. Agile Marketing Manifesto

The Agile Marketing Manifesto. Adopted from Ewel (2020).

THE AGILE MARKETING MANIFESTO

- ❑ **Validates learning over opinions and conventions**
- ❑ **Customer-focused collaboration over silos and hierarchy**
- ❑ **Adaptive and iterative-campaigns over big bang campaigns**
- ❑ **The process of customer discover over static prediction**
- ❑ **Flexible over rigid planning**
- ❑ **Responding to change over following a plan**
- ❑ **Many small experiments over a few large bets**

A 3.2. Piloting

Questionnaire amendments post-piloting.

Pre-piloting	Pilot feedback	Post-piloting
When I use this app, I feel: Relaxed - Excited	"I didn't understand the relaxed vs excited question"	When I use this app, I feel: Relaxed (laid-back) – Stimulated (energized)
How frequently do you use this app?	"Does 'use' the app mean use it for activities other than shopping?"	How frequently do you use this app? *'Use' implies both purchase and non-purchase activities such as browsing, information search, etc.*
Where do you mostly use this app?		Where do you mostly use this app? *'Use' implies both purchase and non-purchase activities such as browsing, information search, etc.*
Which of the following multibrand fashion apps have you shopped from the most? Please answer the remaining questions based on your usage of this app only.	"I had selected multiple apps when it asked me which app I used frequently. But when the questions said this app, it was confusing since had contradicting opinions about the two apps."	Changed "allow multiple options" to "allow single option only" in the survey design on Qualtrics.
The after-sales services provided by this app are SLOW.	Observed by author: almost all pilot responses contradicted the subsequent AFS questions. So, this question was reworded to avoid confusion.	The after-sales services provided by this app are FAST.
Call for research was created using a plain text message.	"You can make the call for research more attractive and related to fashion".	Call for research was amended to look more attractive. Please see images below.

Call for research was amended post-piloting to look more attractive. The new call was designed as follows. Note: All images have been credited with original source on bottom left (vertically).

A 3.3. Sample Size

Minimum sample size determination for Smart PLS using Minimum R^2 method. Adopted from Hair *et al.* (2014). Originally sourced from Cohen (1992).

Maximum Number of Arrows Pointing at a Construct	*Significance Level*											
	1%				*5%*				*10%*			
	Minimum R^2				*Minimum R^2*				*Minimum R^2*			
	0.10	*0.25*	*0.50*	*0.75*	*0.10*	*0.25*	*0.50*	*0.75*	*0.10*	*0.25*	*0.50*	*0.75*
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

A 3.4. Proposed Sampling Quota

Originally proposed quota for sampling. Later discarded since sampling strategy was changed from quota to a combination of convenience and snowball sampling (self-selection).

Population figures for the UAE obtained from Global Data (2020).

Target Population: 2,808,990 | Actual Population: 9,890,402					
Indicators		**Population**	**% of Target Population**	**% of Quota (N= 200)**	**Sum in Quota**
GENDER	**AGE**				
F	20-24	143,258.49	5%	5%	**10**
F	25-29	244,382.13	9%	9%	**17**
F	30-34	455,056.38	16%	16%	**32**
Female Total		842,697.00	30%	30%	**60**
M	20-24	334,269.81	12%	12%	**24**
M	25-29	570,224.97	20%	20%	**41**
M	30-34	1,061,798.22	38%	38%	**76**
Male Total		1,966,293.00	70%	70%	**140**
Total		2,808,990.00	100%	100%	**200**

A 3.5. Questionnaire

SCREENING QUESTIONS						
Are you currently based in the U.A.E?	o Yes	o No (skip to end of survey)				
Have you shopped at least once in the past two years using any of the following multibrand fashion apps? - 6th Street / Namshi / Noon/ Sivvi / Styli.	o Yes	o No (skip to end of survey)				
BLOCK 1						
Which of the following multibrand fashion apps have you shopped from the most? *Please answer the remaining questions based on your usage of this app only.*	o 6th Street	o Namshi	o Noon	o Styli	o Sivvi	
What is your purpose of using this multibrand fashion app? Select all that apply	o Browsing for new styles and trends	o Information Search	o Purchasing Products	o Order Management	o Being up-to-date on discounts and offers	o Other (please specify)
How frequently do you use this app? *'Use' implies both purchase and non-purchase activities such as browsing, information search, etc.*	o At least once a week	o At least once a month	o At least once in three months	o At least once in six months	o At least once a year	o At least once in two years
Where do you mostly use this app? *'Use' implies both purchase and non-purchase activities such as browsing, information search, etc.*	o At home	o At place of work	o A place of study (school/ college/ university)	o While commuting (on the go)	o Other (please specify)	
BLOCK 2						
Please indicate your level of disagreement/ agreement with each of the following statements:						
Newness of Assortment	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
This app sells various trendy fashion assortments.	o	o	o	o	o	
This app offers fashion products with new designs.	o	o	o	o	o	
This app is up to date with new product launches.	o	o	o	o	o	
Please select the 'Neutral' option for this statement. This is just to screen out random clicking.	o	o	o	o	o	
Personalization	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
There are personalized contents in this app.	o	o	o	o	o	
This app personalizes product recommendations to suit my taste.	o	o	o	o	o	

This app displays personalized advertisements based on my usage.	o	o	o	o	o	
Transparent User Experience	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
I know when my order has been shipped or is being compiled using this app.	o	o	o	o	o	
The delivery information is readily available when using this app.	o	o	o	o	o	
I know when my order has been received using this app.	o	o	o	o	o	
This app has a transparent payment procedure.	o	o	o	o	o	
Ubiquity of the App	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
I can use this app anytime.	o	o	o	o	o	
I can use this app anywhere.	o	o	o	o	o	
I expect the app would be available to use whenever I need it.	o	o	o	o	o	
After-Sales Service	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
The after-sales services provided by this app are fast.	o	o	o	o	o	
The return/ exchange process using this app is fast.	o	o	o	o	o	
This app is quick to process any refund requests.	o	o	o	o	o	

When I use this app, I feel:

Sleepy	o	o	o	o	o	Active
Calm	o	o	o	o	o	Excited
Relaxed (laid-back)	o	o	o	o	o	Stimulated (energized)
Unhappy	o	o	o	o	o	Happy
Annoyed	o	o	o	o	o	Pleased
Dissatisfied	o	o	o	o	o	Satisfied

Please indicate your level of disagreement/ agreement with each of the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel like I have a lot of control over my usage experiences on this app	o	o	o	o	o
When I am on this app, I can choose freely what I want to see	o	o	o	o	o
While using the app, my actions decide the kind of experiences I get on this app	o	o	o	o	o

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
When I shop for fashion products online, I consider this app first.	o	o	o	o	o
I do most of my online fashion shopping using this app.	o	o	o	o	o
If I could shop online today, I would shop from this app again.	o	o	o	o	o

I plan to do most of my future shopping from this app.	o	o	o	o	o	
BLOCK 3						
How do you identify yourself?	o Male	o Female	o Prefer not to disclose			
Which age group do you belong to?	o 18 -24 years	o 25 - 29 years	o 30 - 34 years	o 35 - 39 years	o 40 years or above	o Other (please specify)
What is your occupation?	o Student	o Public-sector employed	o Private-sector employed	o Self-employed	o House / Family Manager	
	o Unemployed	o Prefer not to disclose				

A 3.6. Frequencies of responses obtained.

- **Frequencies obtained for behavioural questions:**

Table 32: Frequencies of app used.

Which of the following multibrand fashion apps have you shopped from the most? *Please answer the remaining questions based on your usage of this app only.*		
	Frequency	**Percent**
6th Street	14	10.9
Namshi	76	59.4
Noon Fashion	32	25.0
Sivvi	4	3.1
Styli	2	1.6
Total	128	100.0

Table 33: App usage frequency.

How frequently do you use this app? *'Use' implies both purchase and non-purchase activities such as browsing, information search, etc.*		
	Frequency	**Percent**
At least once a week	37	28.9
At least once a month	46	35.9
At least once in three months	24	18.8
At least once in six months	14	10.9
At least once a year	3	2.3
At least once in two years	4	3.1
Total	128	100.0

Table 34: App usage location

Where do you mostly use this app? *'Use' implies both purchase and non-purchase activities such as browsing, information search, etc.*		
	Frequency	**Percent**
At home	104	81.3
At place of work	12	9.4
At place of study (school/ college/ university)	3	2.3
While commuting (on the go)	9	7.0
Total	128	100.0

- **Frequencies obtained for demographic questions:**

Table 35: Frequencies for gender.

How do you identify yourself?		
	Frequency	**Percent**
Male	25	19.5
Female	98	76.6
Prefer not to disclose	5	3.9
Total	128	100.0

Table 36: Frequencies for age groups.

Which age group do you belong to?		
	Frequency	**Percent**
18 - 24 years	50	39.1
25 - 29 years	53	41.4
30 - 34 years	25	19.5
Total	128	100.0

Table 37: Frequencies for occupation.

What is your occupation?		
	Frequency	**Percent**
Student	25	19.5
Public sector-employed	6	4.7
Private sector-employed	78	60.9
Self-employed	12	9.4
House manager/ Family manager	1	0.8
Unemployed	4	3.1
Prefer not to disclose	2	1.6
Total	128	100.0

- **Frequencies obtained for constructs used in hypotheses testing:**

Table 38: Frequencies for main constructs.

Construct		Scale Items	Strongly Disagree / Disagree		Neutral		Strongly Agree / Agree		Total
			Frequency	Percent	Frequency	Percent	Frequency	Percent	
Newness of Assortment	NoA_1	This app sells various trendy fashion assortments.	3	2.3%	23	18.0%	102	79.7%	128
	NoA_2	This app offers fashion products with new designs.	8	6.3%	26	20.3%	94	73.4%	128
	NoA_3	This app is up to date with new product launches.	8	6.3%	32	25.0%	88	68.8%	128
Personalization	PER_1	There are personalized contents in this app.	29	22.7%	43	33.6%	56	43.8%	128
	PER_2	This app personalizes product recommendations to suit my taste.	25	19.5%	35	27.3%	68	53.1%	128
	PER_3	This app displays personalized advertisements based on my usage.	12	9.4%	28	21.9%	88	68.8%	128
Transparent User Experience	TUX_1	I know when my order has been shipped or is being compiled using this app.	5	3.9%	13	10.2%	110	85.9%	128
	TUX_2	The delivery information is readily available when using this app.	1	0.8%	17	13.3%	110	85.9%	128
	TUX_3	I know when my order has been received using this app.	2	1.6%	9	7.0%	117	91.4%	128
	TUX_4	This app has a transparent payment procedure.	0	0.0%	13	10.2%	115	89.8%	128
Ubiquity	UBQ_1	I can use this app anytime.	2	1.6%	10	7.8%	116	90.6%	128
	UBQ_2	I can use this app anywhere.	0	0.0%	7	5.5%	121	94.5%	128
	UBQ_3	I expect the app would be available to use whenever I need it.	2	1.6%	7	5.5%	119	93.0%	128
After-Sales Service	AFS_1	The after-sales services provided by this app are fast.	12	9.4%	48	37.5%	68	53.1%	128
	AFS_2	The return/ exchange process using this app is fast.	6	4.7%	51	39.8%	71	55.5%	128
	AFS_3	This app is quick to process any refund requests.	12	9.4%	48	37.5%	68	53.1%	128
Arousal			*Sleepy / Calm / Relaxed*		*Neutral*		*Active / Excited / Stimulated*		
	ARO_1	When I use this app I feel: Sleepy - Active	14	10.9%	37	28.9%	77	60.2%	128
	ARO_2	When I use this app I feel: Calm - Excited	19	14.8%	56	43.8%	53	41.4%	128
	ARO_3	When I use this app I feel: Relaxed (laid-back) - Stimulated (Energized)	46	35.9%	43	33.6%	39	30.5%	128
Dominance	DOM_1	I feel like I have a lot of control over my usage experiences on this app	12	9.4%	32	25.0%	84	65.6%	128
	DOM_2	When I am on this app, I can choose freely what I want to see	6	4.7%	14	10.9%	108	84.4%	128
	DOM_3	While using the app, my actions decide the kind of experiences I get on this app	9	7.0%	26	20.3%	93	72.7%	128
Pleasure			*Unhappy / Annoyed / Dissatisfied*		*Neutral*		*Happy / Pleased / Satisfied*		
	PLE_1	When I use this app I feel: Unhappy - Happy	3	2.3%	27	21.1%	98	76.6%	128
	PLE_2	When I use this app I feel: Annoyed - Pleased	9	7.0%	35	27.3%	84	65.6%	128
	PLE_3	When I use this app I feel: Dissatisfied - Satisfied	7	5.5%	31	24.2%	90	70.3%	128
Repurchase Intentions	RPI_1	When I shop for fashion products online, I consider this app first.	23	18.0%	36	28.1%	69	53.9%	128
	RPI_2	I do most of my online fashion shopping using this app.	45	35.2%	31	24.2%	52	40.6%	128
	RPI_3	If I could shop online today, I would shop from this app again.	22	17.2%	34	26.6%	72	56.3%	128
	RPI_4	I plan to do most of my future shopping from this app.	31	24.2%	43	33.6%	54	42.2%	128

A 3.7. Normality tests for all constructs.

- Normality descriptives for all constructs. Mean and 5% Trimmed Mean values are almost equal, indicating RPI data is normally distributed. Skewness and Kurtosis are within acceptable -1 and +1 limits for normality.

Table 39: Normality descriptives for main constructs.

Constructs	**Mean** Statistic Std. Error	**95% C.I for Mean** Lower Bound Upper Bound	**5% Trimmed Mean**	**Skewness** Statistic Std. Error	**Kurtosis** Statistic Std. Error
NoA	3.804 0.048	3.708 3.901	3.807	-0.284 0.214	0.613 0.425
PER	3.440 0.058	3.323 3.556	3.457	-0.386 0.214	-0.031 0.425
TUX	4.224 0.051	4.121 4.327	4.246	-0.160 0.214	-0.777 0.425
UBQ	4.283 0.048	4.187 4.380	4.307	-0.108 0.214	-0.576 0.425
AFS	3.679 0.070	3.539 3.819	3.703	-0.026 0.214	0.228 0.425
PLE	3.932 0.066	3.801 4.063	3.969	-0.431 0.214	-0.051 0.425
ARO	3.343 0.077	3.189 3.497	3.34	0.138 0.214	-0.454 0.425
DOM	3.786 0.050	3.686 3.886	3.794	-0.432 0.214	0.935 0.425
RPI	3.300 0.069	3.162 3.439	3.295	-0.074 0.214	-0.681 0.425

- Kolmogorov-Smirnov and Shapiro-Wilk's test for normality of all constructs. ($p < 0.05$ significance level). Although Kolmogorov-Smirnov and Shapiro-Wilk statistic are significant ($p < 0.05$), indicating violation of normality, such results are usually observed in larger samples.

Table 40: Normality tests for main constructs.

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
Constructs	Statistic	df	Sig.	Statistic	df	Sig.
NoA	0.185	128	0.000	0.929	128	0.000
PER	0.136	128	0.000	0.962	128	0.001
TUX	0.196	128	0.000	0.911	128	0.000
UBQ	0.267	128	0.000	0.856	128	0.000
AFS	0.142	128	0.000	0.933	128	0.000
PLE	0.130	128	0.000	0.946	128	0.000
ARO	0.105	128	0.001	0.969	128	0.004
DOM	0.216	128	0.000	0.914	128	0.000
RPI	0.107	128	0.001	0.967	128	0.003
a. Lilliefors Significance Correction						

A 3.8. Normality Plots

- Normality Plots for NoA.

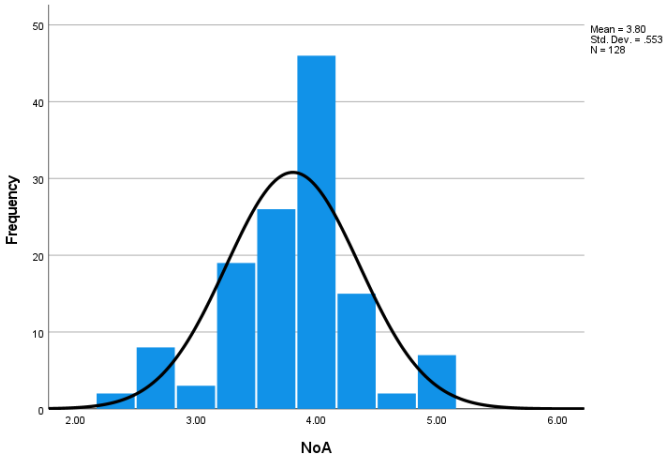


Figure 15: Histogram plot and normality curve for NoA scores.

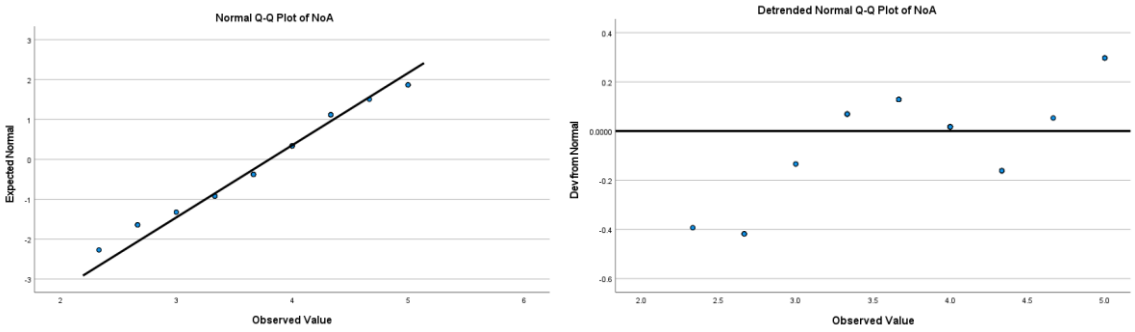


Figure 16: Normal Q-Q plot and Detrended Normal Q-Q plot for NoA.

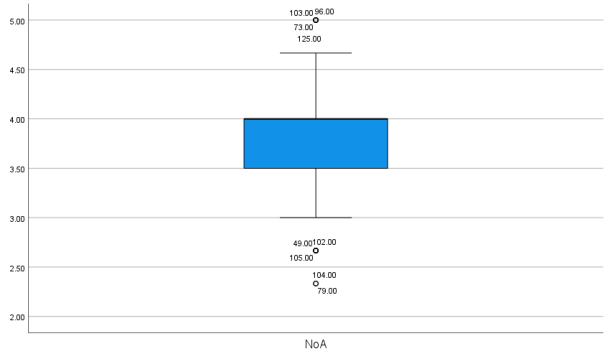


Figure 17: Box Plot for NoA indicating presence of outliers.

- Normality Plots for PER

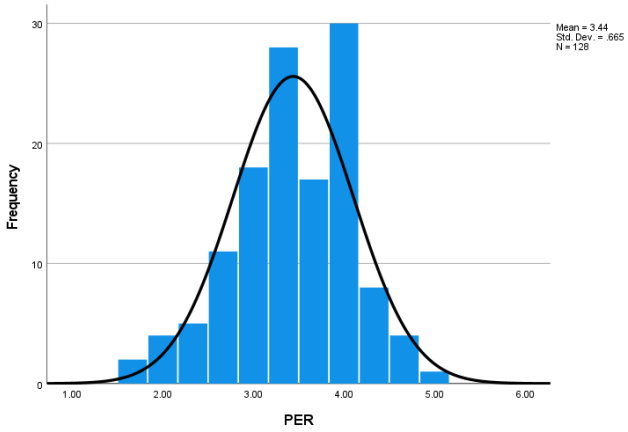


Figure 18: Histogram plot and normality curve for PER scores.

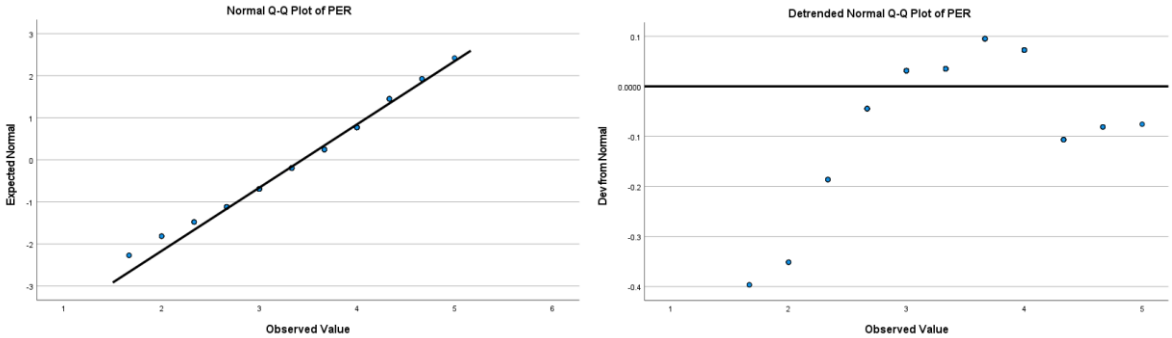


Figure 19: Normal Q-Q plot and Detrended Normal Q-Q plot for PER.

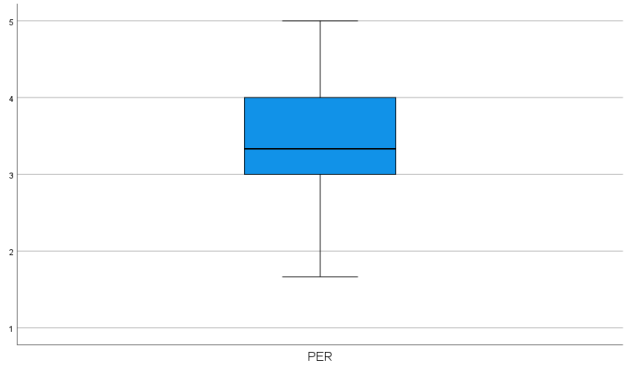


Figure 20: Box Plot for PER.

- Normality Plots for TUX

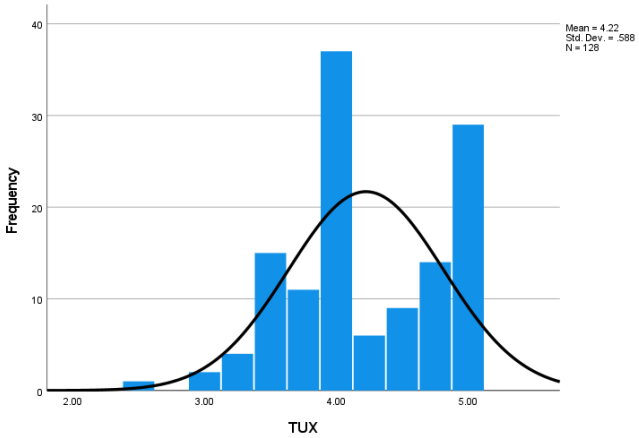


Figure 21: Histogram plot and normality curve for TUX scores.

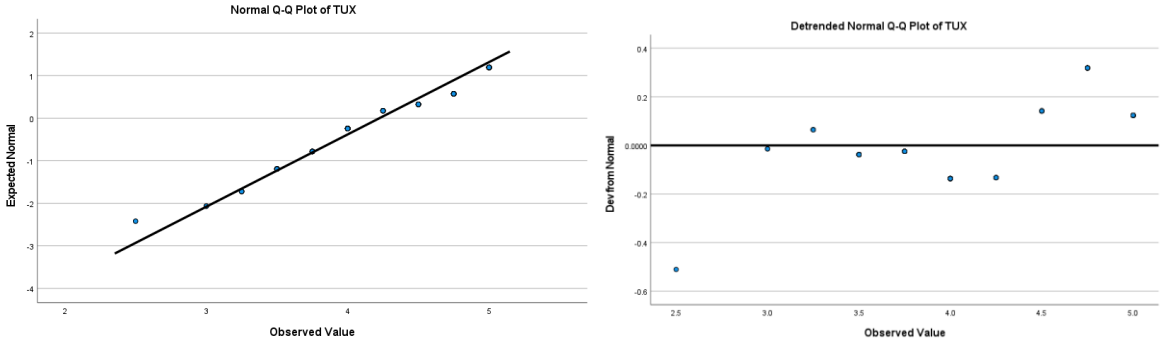


Figure 22:Normal Q-Q plot and Detrended Normal Q-Q plot for TUX.

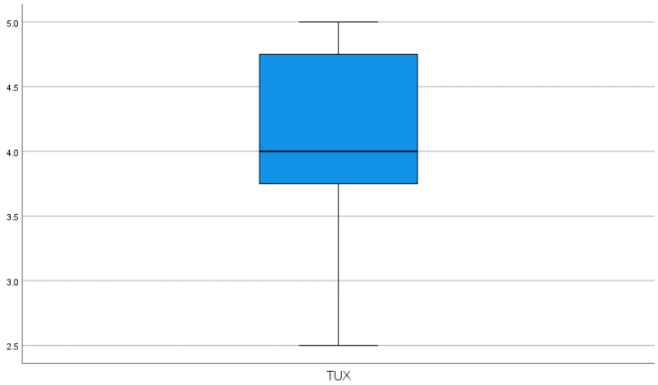


Figure 23: Box Plot for TUX.

- Normality plots for UBQ

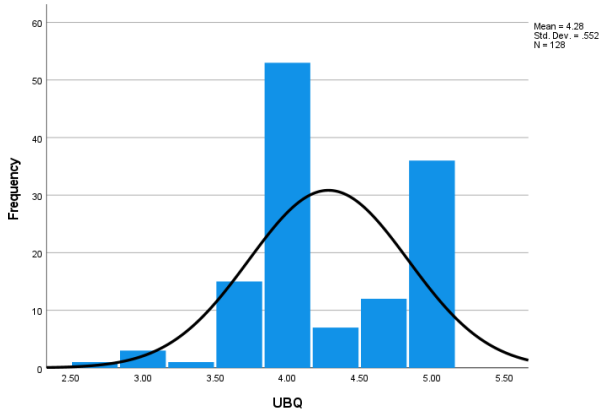


Figure 24: Histogram plot and normality curve for UBQ scores.

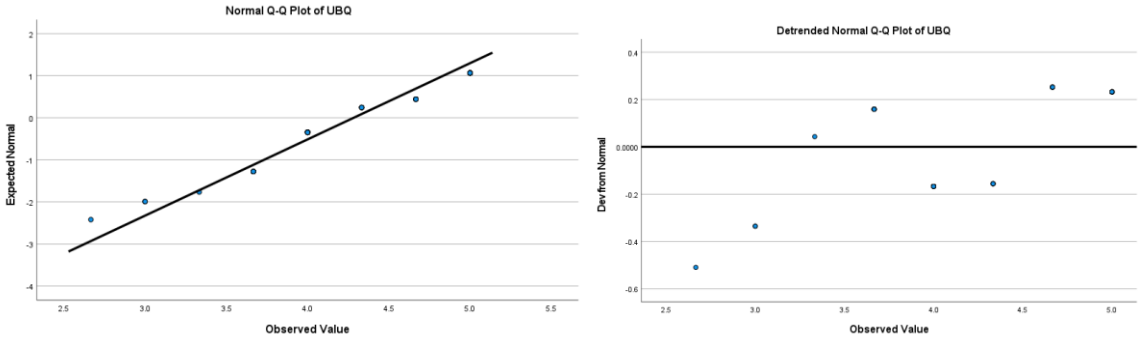


Figure 25: Normal Q-Q plot and Detrended Normal Q-Q plot for UBQ.

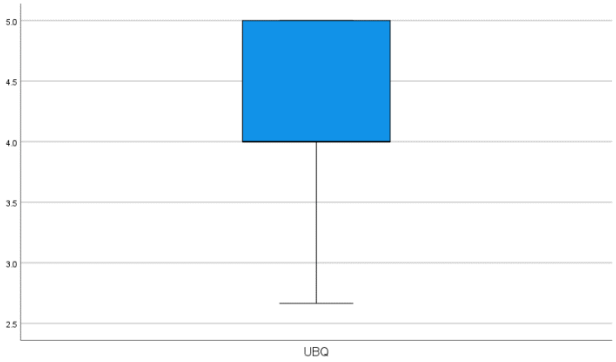


Figure 26: Box Plot for UBQ.

- Normality plots for AFS

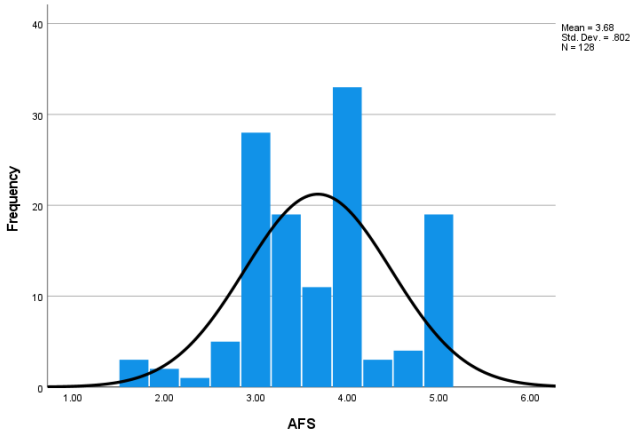


Figure 27: Histogram plot and normality curve for AFS.

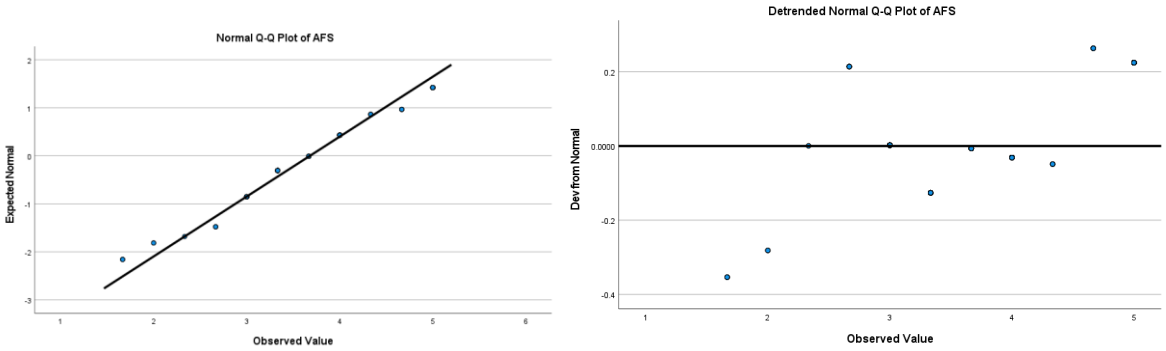


Figure 28: Normal Q-Q plot and Detrended Normal Q-Q plot for AFS.

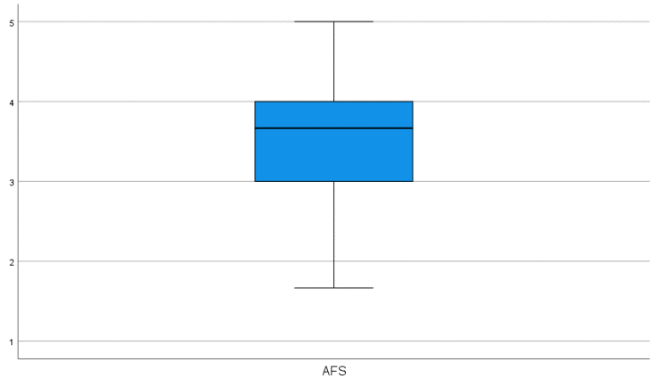


Figure 29: Box Plot for AFS.

- Normality plots for PLE

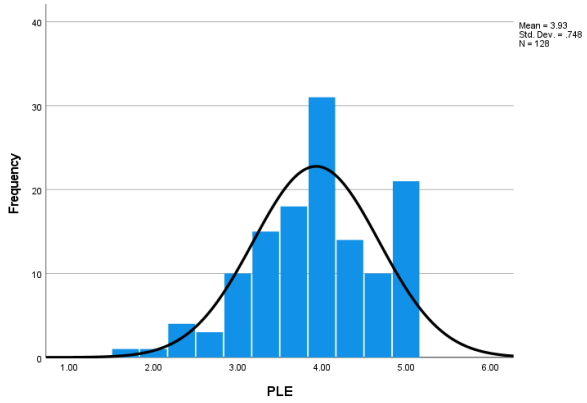


Figure 30: Histogram plot and normality curve for PLE scores.

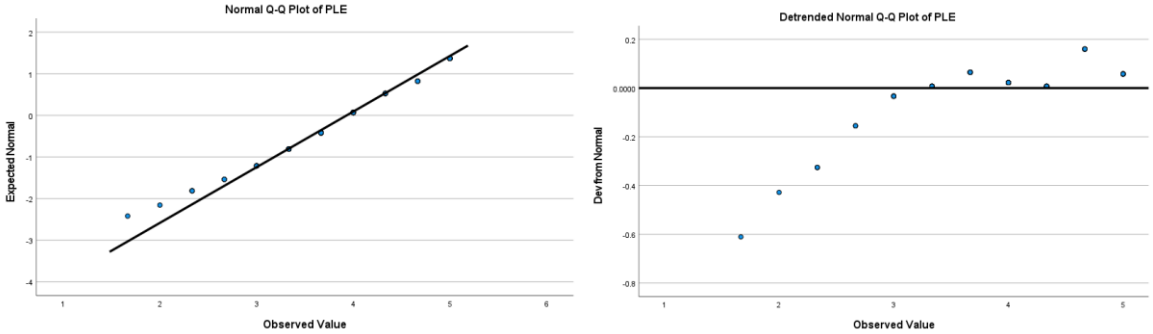


Figure 31: Normal Q-Q plot and Detrended Normal Q-Q plot for PLE.

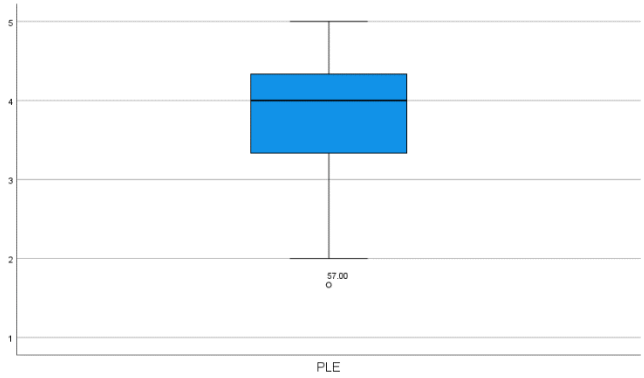


Figure 32: Box Plot for PLE.

- Normality plots for ARO

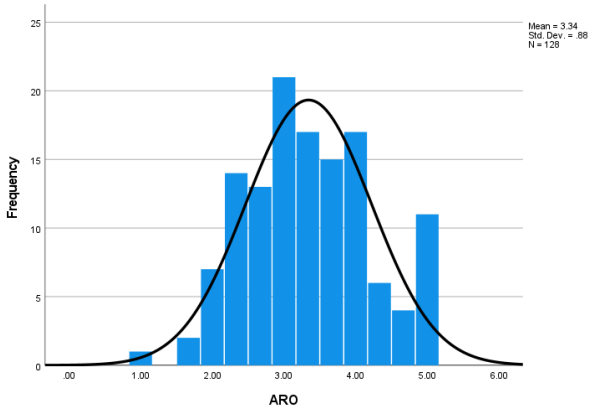


Figure 33L Histogram plot and normality curve for ARO scores.

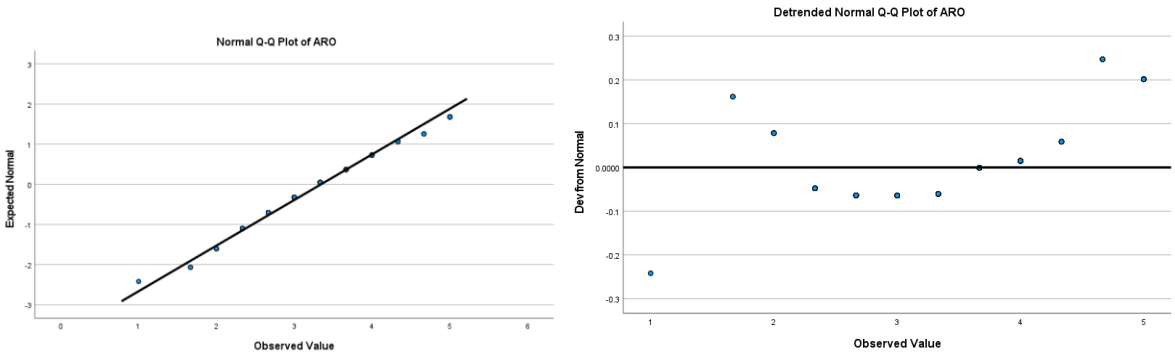


Figure 34: Normal Q-Q plot and Detrended Normal Q-Q plot for ARO.

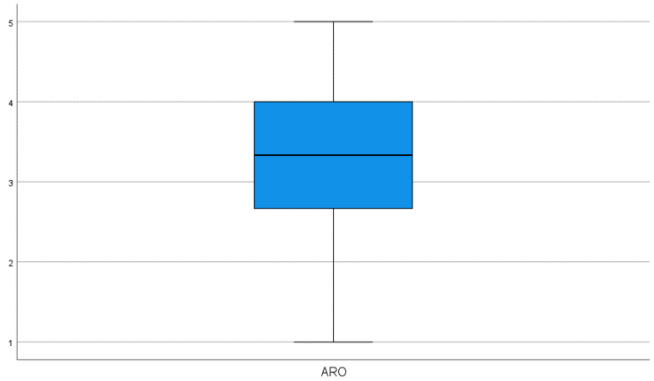


Figure 35: Box Plot for ARO.

- Normality plots for DOM

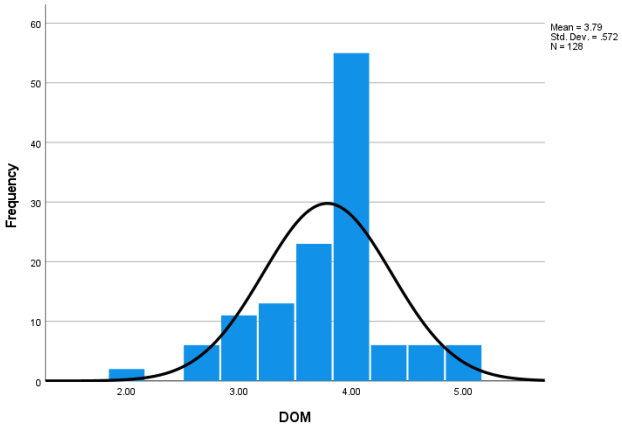


Figure 36: Histogram plot and normality curve for DOM scores.

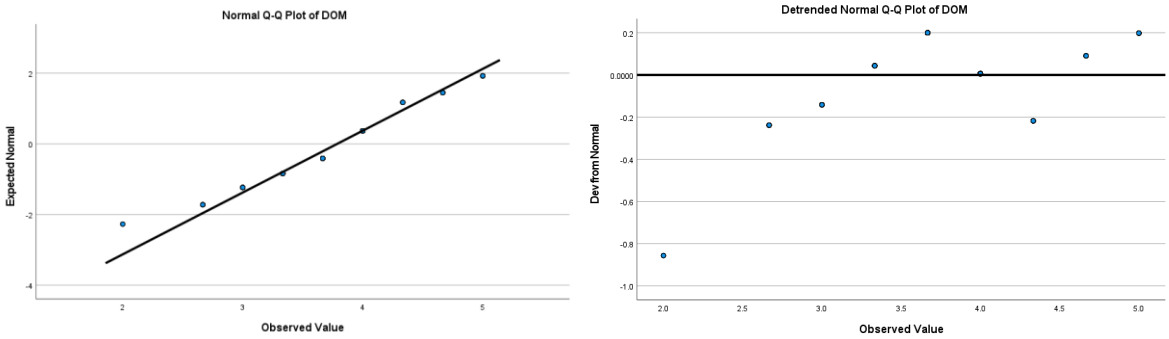


Figure 37: Normal Q-Q plot and Detrended Normal Q-Q plot for DOM.

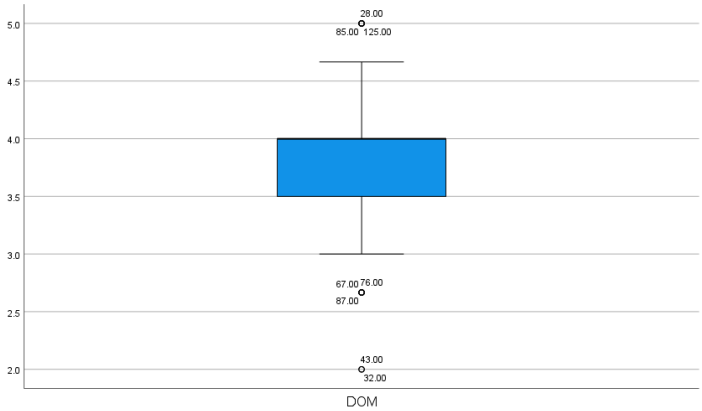


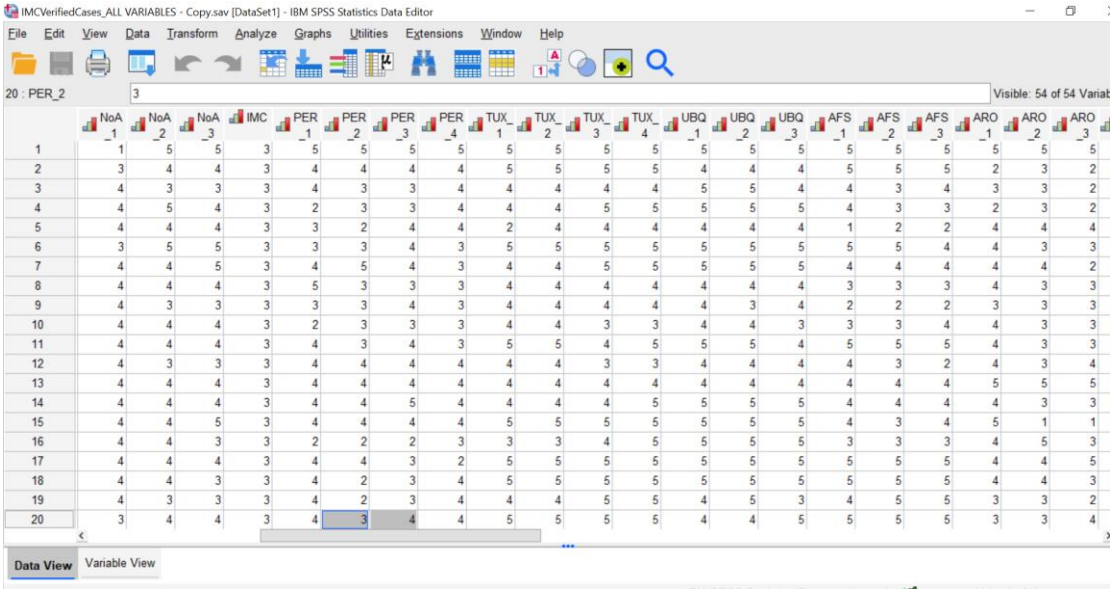
Figure 38: Box Plot for DOM.

- Normality plots for RPI – Refer Chapter 4.

A 3.9. Harman's one-factor test for evaluating CMB.

Total Variance Explained						
		Initial Eigenvalues		Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.982	26.605	26.605	7.982	**26.605**	26.605
2	3.489	11.629	38.234			
3	2.376	7.920	46.154			
4	1.864	6.213	52.367			
5	1.531	5.103	57.470			
6	1.361	4.538	62.008			
7	1.085	3.618	65.625			
8	0.985	3.282	68.908			
9	0.940	3.133	72.040			
10	0.837	2.789	74.829			
11	0.783	2.610	77.438			
12	0.700	2.334	79.772			
13	0.627	2.089	81.861			
14	0.590	1.966	83.828			
15	0.550	1.833	85.661			
16	0.533	1.775	87.436			
17	0.468	1.561	88.997			
18	0.446	1.486	90.483			
19	0.404	1.346	91.829			
20	0.364	1.215	93.044			
21	0.325	1.084	94.127			
22	0.289	0.963	95.091			
23	0.267	0.892	95.982			
24	0.261	0.872	96.854			
25	0.206	0.686	97.540			
26	0.201	0.670	98.209			
27	0.164	0.546	98.755			
28	0.143	0.475	99.230			
29	0.129	0.431	99.661			
30	0.102	0.339	100.000			
Extraction Method: Principal Component Analysis.						

A 3.10. Screenshot of raw data from SPSS



	NoA_1	NoA_2	NoA_3	IMC	PER_1	PER_2	PER_3	PER_4	TUX_1	TUX_2	TUX_3	TUX_4	UBQ_1	UBQ_2	UBQ_3	AFS_1	AFS_2	AFS_3	ARO_1	ARO_2	ARO_3
1	1	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	3	4	4	3	4	4	4	4	5	5	5	5	4	4	4	5	5	5	2	3	2
3	4	3	3	3	4	3	3	4	4	4	4	4	5	5	4	4	3	4	3	3	2
4	4	5	4	3	2	3	3	4	4	4	5	5	5	5	5	4	3	3	2	3	2
5	4	4	4	3	3	2	4	4	2	4	4	4	4	4	4	1	2	2	4	4	4
6	3	5	5	3	3	3	4	3	5	5	5	5	5	5	5	5	5	4	4	3	3
7	4	4	5	3	4	5	4	3	4	4	5	5	5	5	5	4	4	4	4	4	2
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9	4	3	3	3	3	3	4	3	4	4	4	4	4	3	4	2	2	2	3	3	3
10	4	4	4	3	2	3	3	3	4	4	3	3	4	4	3	3	3	4	4	3	3
11	4	4	4	3	4	3	4	3	5	5	4	5	5	5	4	5	5	5	4	3	3
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14	4	4	4	3	4	4	5	4	4	4	4	5	5	5	5	4	4	4	4	3	3
15	4	4	5	3	4	4	4	4	5	5	5	5	5	5	5	4	3	4	5	1	1
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17	4	4	4	3	4	4	3	2	5	5	5	5	5	5	5	5	5	5	4	4	5
18	4	4	3	3	4	2	3	4	5	5	5	5	5	5	5	5	5	5	4	4	3
19	4	3	3	3	4	2	3	4	4	4	5	5	4	5	3	4	5	5	3	3	2
20	3	4	4	3	4	3	4	4	5	5	5	5	4	4	5	5	5	5	3	3	4